

### Lead Activity Layout

Field	Data Type	Required	Notes
<b>TransactionID</b>	String	Yes	The unique identifier of the lead's activity. This field is critical for robust processing of reporting data sets that will update automatically over time. If the CLIENT cannot assign this ID, AMSIVE will define a unique identifier using distinct Name + Address information.
<b>FirstName</b>	String	Yes	
<b>LastName</b>	String	Yes	
<b>AddressLine1</b>	String	Yes	
<b>AddressLine2</b>	String	Yes	
<b>City</b>	String	Yes	
<b>State</b>	String	Yes	2 digit postal code.
<b>Zip5</b>	String	Yes	
<b>Zip4</b>	String	No	
<b>EmailAddress</b>	String	No	
<b>PhoneNumber</b>	String	No	
<b>LeadSourceCode</b>	String	No	Code indicates where the lead responded. Examples are Inbound Call Center phone numbers, Campaign Codes, etc.
<b>DispositionCode</b>	String	No	Code that indicates what action the lead performed when they responded.
<b>TransactionDate</b>	DATE	Yes	Date that the lead activity occurred on. YYYY-MM-DD format is preferred.
<b>&lt;Up to 3 Additional Client-Specific Variables For Reporting&gt;</b>	String	No	Not all clients have additional response tracking outside of LeadSourceCode and Disposition Code. These may be left NULL.